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A radio talk by W. G. Campbell, Food and Drug Administration, delivered in the Department of Agriculture period of the National Farm and Home Hour, Friday, November 17, 1933, broadcast by a network of 48 associate NBC radio stations.

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For some weeks I have been telling you over the National Farm and Home Hour about the loopholes in the present national food and drugs act and how the new food and drug bill, introduced by Senator Royal S. Copeland as Senate 1944, will plug these loopholes and give the consumer the protection his government should give him.

The facts I have told you have illustrated the weakness of our present law. You have heard of an utterly worthless brew made from a common weed, sold at \$12 a pint as a cure for diabetes -- and how the government's hands are tied while trusting invalids die; you have learned of powerful drugs distributed without any warning label which condemn the user to slow torture and death; of an eyelash dye which had destroyed the sight of many unhappy women who have used it.

While these things are happening your government stands idly by because your present pure food law does not prevent these abuses. That is why, with the President's sanction, this new bill of Senator Copeland's Senate 1944, has been drawn up and now before Congress.

Today I am not going to parade any more horrors before you. Instead I am going to talk about the means some of our manufacturers -- particularly our patent medicine makers -- employ to befool the American public. Many of us resent being fooled almost as much as we resent a deliberate attack on our physical health.

When Dr. Harvey W. Wiley secured the passage of our present pure food law, he inserted a provision requiring honesty on food and drug labels. It seemed to Doctor Wiley that if the purchaser could be assured an honest label, he could protect himself against fraud and deception in buying foods and drugs. Doctor Wiley could not foresee how certain court decisions would narrow what he believed to be the scope of the law, and how the art of advertising would become ever more and more effective and the number and variety of advertising mediums greater and greater. Today, none but the deaf and blind in our great land can avoid advertising. Your radio speaker, the bill board on city street and country road, wonderfully illustrated and printed pages in your periodicals -- all these and other methods of catching the eye and the ear are employed in telling effect to persuade you to buy.

In what I am about to say, I do not want to be understood as making a sweeping condemnation of advertising as such. Under the American business system a man who sells a product to masses of consumers has to advertise to survive. He has to advertise very skillfully to attain marked success. No one objects to the use of skill and energy in advertising, unless and until that skill and energy are used to defraud the people or persuade them to pay their money for products that harm their health. It is advertising of that crooked type which the Copeland bill seeks to banish.

Let me make one more fact clear. I am not condemning nor accusing the advertising mediums -- the newspapers and magazines, the radio companies. They cannot maintain staffs of laboratory experts adequate to find out whether every statement in advertising copy or announcements is true or false. The aim of the

Copeland bill is to enable them to carry on advertising without being the unwitting means of doing the public a disservice by lending their pages and time to spreading appeals for the purchase of harmful, cheating foods, drugs, and cosmetics

A comparatively small group of unethical manufacturers are themselves responsible for false, misleading, and ambiguous advertising of these articles. Too often their statements have little basis in fact. This sort of thing insults the intelligence of most of us. But it may be taken at face value by those who can least afford to do so. The sick are notably gullible. They are inclined to grasp at straws. They fall easy victims of that particular advertising technique, so popular with unscrupulous patent medicine makers, which first scares the listener or reader into believing himself to be suffering from some dire ailment and then convinces him that his only salvation lies in consuming copious doses of the particular manufacturer's nostrum.

If the victim is actually suffering from some ailment his condition is likely to grow worse while he experiments with the cure-alls that are offered him. When simple laxative salts and mineral waters can be advertised without interference by radio and in print as treatments for high blood pressure, kidney and stomach ailments, diabetes, arthritis, rheumatism and other assorted ailments, when an alcoholic liquid containing nothing but mild tonic ingredients can be represented as a cure for most female ailments and when a deadly radium water can be ballyhooed as a rejuvenator, it is time for the government to step in and by legislation, eliminate the crooked advertisers.

Patent medicines are not the only offenders. I have here a carton of a product consisting exclusively a mixture of dried ground vegetables -- 8 different vegetables, I believe they say. It's an unpalatable mess -- just another way, I suppose, of making the unsuspecting eat spinach. It has some food value and it is honestly labeled, because the present pure food law requires labels on foods to be honest. And the government does enforce the legal requirements for honesty on food labels to the letter. But here is the advertising booklet of this same honestly labeled dried vegetable mixture. Is it equally modest and honest? I won't take time to read the whole list of ailments that this conglomeration of dried spinach, asparagus, celery and other vegetables with alfalfa and kelp sea weed will remedy according to the advertising booklet. You can get some idea of the extravagance of the claims when I tell you that the circular holds this product forth as a treatment for more than 20 diseases ranging from anemia and arteriosclerosis to stomach ulcers and tuberculosis.

Eliminating crooked advertising of foods, drugs, and cosmetics is one of the useful and necessary things the Copeland bill is designed to bring to pass. It provides that there shall be the same degree of honesty in advertising foods, drugs and cosmetics that is now required on labels. Honesty in advertising is only one of the many desirable ends that will be attained if the Copeland bill, Senate 1944, receives favorable consideration by Congress.

The new law will retain all the valuable requirements of our present law and undeniably that law has been extremely valuable. Through its enforcement during the past 27 years we have seen many serious abuses in the food and drug industries vanish. Today the United States has probably a purer and more wholesome food supply than any other nation. But, as I have told you repeatedly, there are many serious defects in the law. Because of this you, as consumers, are not getting the degree of protection your government owes you. And it is costing more



than it should of the tax-payer's money--your money that is -- to enforce the present provisions. Senator Copeland's new law, if passed by Congress, will not only require honest advertising; it will also bring cosmetics within the scope of the law. It will prevent the sale of poisonous cosmetics by a few criminally careless manufacturers. It will prevent the sale of worthless and fraudulent contraptions represented as sueful in treating disease conditions. It will outlaw dangerous slenderizing compounds and prevent the interstate sale of dangerous drugs in home remedies. It will establish legal standards for food products and require correct and informing labels on all foods and drugs. These requirements are intended for your protection. They place no undue burden on honest and careful manufacturers or merchants. The passage of this new law has been proposed not to give new power and importance to bureaucrats but because 27 years of law enforcement experience has shown that our present pure food law is inadequate and out of date.

If you wish to inform yourself about this proposed new food and drug bill of Senator Copeland's -- and it is important that you do so -- write your Senator or Congressman for a copy of Senate 1944. If you want additional information on the matter, write the Food and Drug Administration in Washington, D. C.

In my next talk I intend to tell you about the bitter opposition of some interests to the passage of this law. These opponents have tried to make out that the Copeland bill is against public interest. That conclusion is so startling that it seems to me worthwhile to discuss a few of the reasons advanced by its enemies for holding that the Copeland bill is without merit. These questions I will take up during the Farm and Home Hour on November 22. Until then, I bid you good-day.

